

# Business Development Workshops

## JANUARY - FEBRUARY 2010 WORKSHOP SCHEDULE

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### JANUARY

#### **CAMBRIDGE BUSINESS ASSISTANCE INFO SESSION**

Thursday, January 21, 2010 8:30 a.m.-9:30 a.m.

FREE TO ALL

Presented by the City of Cambridge

The City offers a variety of programs for residents and business owners interested in starting or growing their small business. Learn about future workshops and commercial programs available.

#### **BEST RESTAURANT MANAGEMENT PRACTICES,**

**Advanced learning for experienced restaurateurs**

Wednesday, January 27, 2010 8:30 a.m.-11:30 a.m.

Presented by NELSON, a consultant team with specialists in restaurant management, interior design and marketing.

Your restaurant is off and running, surviving the industry's otherwise high failure rate. This 3-hour workshop, presented by a seasoned restaurateur, is designed to help you move from "surviving-to-thriving." You'll hear solutions to the common challenges of managing inventory, staffing, purchasing, interior design and marketing. Pre-registration is required: contact Elaine Madden at (617)349-4618 or [emadden@cambridgema.gov](mailto:emadden@cambridgema.gov) or Rona Holmes at (617)349-4637 or [rholmes@cambridgema.gov](mailto:rholmes@cambridgema.gov).

AVAILABLE FREE OF CHARGE FOR CAMBRIDGE RESTAURATEURS WHO HAVE PREVIOUSLY COMPLETED THE BEST RETAIL PRACTICES PROGRAM, PARTS I AND II; \$20 FOR OTHERS.

### FEBRUARY

#### **ADVANCED QUICKBOOKS**

Wednesdays, February 3-24, 2010 9:00 a.m. – 11:00 a.m.

Presented by the Center for Women and Enterprise.

Participants will learn how to use QuickBooks for tracking inventory, managing debt and loans and calculating financial projections. Computers will be provided but participants are encouraged to bring their own, with QuickBooks software. Experience with QuickBooks is required.

Location: Center for Women and Enterprise Offices, 24 School Street, 7<sup>th</sup> floor, Boston, MA

FREE TO ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESS OWNERS, \$100 FOR OTHERS

#### **PRICING STRATEGIES**

Wednesday, February 10, 2010 8:30 a.m.-10:30 a.m.

Presented by the Center for Women and Enterprise.

Learn about the importance of pricing for overall profitability. Discuss the strengths and weakness of different pricing models and explore different pricing scenarios. Participants will also discuss cash flow issues and learn how to conduct breakeven analysis.

FREE TO ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESS OWNERS, \$20 FOR OTHERS

**FEBRUARY** continued

## **BUSINESS DEMOGRAPHICS WORKSHOP**

**Wednesday, February 24, 2010 9:00 a.m. – 10:30 a.m.**

**FREE TO ALL**

**Presented by the City of Cambridge.**

Understanding your market and customer base is a key ingredient to every stage of your business. City staff will give an overview of the Cambridge population and commercial districts.

## **MORE INFORMATION**

### **WORKSHOP LOCATIONS**

**UNLESS OTHERWISE NOTED IN WORKSHOP DESCRIPTION - Workshops will be held at:**  
Cambridge City Hall Annex, 344 Broadway, 2nd floor Community Room, Cambridge

### **REGISTRATION & FEE INFORMATION**

**All workshops are FREE for income eligible Cambridge participants unless otherwise noted.** Non income-eligible participants may pay a small fee per workshop upon attendance.

**To pre-register and determine your eligibility status,** please call Rona Holmes at 617-349-4637 or Pardis Saffari at 617-349-4654.

**To learn more about the City of Cambridge's business development workshops, visit:**  
<http://www.cambridgema.gov/cdd/ed/>.

## **SPONSORED BY**

**CITY OF CAMBRIDGE** ■ Community Development Department ■ Economic Development Division